



Inspiring Healthy Change Through the
CALIFORNIA NUTRITION NETWORK
FOR HEALTHY, ACTIVE FAMILIES



1997-2001
5 years
of progress





FOREWORD



The U.S. Department of Agriculture's (USDA) Food Stamp Program is the cornerstone in our nation's efforts to assure good nutrition for all Americans. It increases the food purchasing ability of low-income households in the commercial marketplace. About half of California's eligible households received food stamps in 2001, averaging 620,000 households per month and totaling \$1.5 billion in federal food dollars that year. However, even with food stamps and other programs like school meals and the Special Supplemental Food Program for Women, Infants and Children (WIC), low-income households experience poor diets and inactivity more than others, leading to much higher rates of serious diet-related chronic diseases like heart disease, stroke, diabetes, cancer and obesity.

More illness, death and health care costs are attributable to poor diet and physical inactivity than to tobacco use, and the problem is growing, especially for low-income groups. In the early 1990s, USDA began to look for ways to use the Food Stamp Program to help solve these serious national problems. In 1995, it offered planning grants to states interested in applying large-scale social marketing approaches to nutrition education. The states were challenged to convene a public/private partnership, develop a state plan and identify cash or in-kind resources to implement the plan.

The California Department of Health Services (CDHS) with the Public Health Institute (PHI) competed and became one of 12 states to win a one-year planning grant. In August 1996, CDHS and the Food Stamp Program of the California Department of Social Services submitted their first state social marketing nutrition education plan, and in November, California's was the first to be approved by USDA. It qualified for \$2.8 million in Federal Financial Participation. An Interagency Agreement between the two state departments was completed in February, and staff hiring began in March 1997.

The *California Nutrition Network for Healthy, Active Families* has grown from four local projects in its first year to over 130 in 2001. Since the use of large-scale social marketing approaches to improve nutrition among low-income households remains an innovation and the forces operating against success are so strong, it is critical to learn from this experience. This report seeks to highlight the accomplishments, show how resources have been leveraged, describe new approaches, and recognize newly mobilized efforts that are helping families achieve a better life through good health and stronger community.

This retrospective offers an overview of the strategies, activities and successes of the *Network* since its inception. Our goal is to inspire more involvement in efforts to increase nutrition, physical activity and sufficient access to non-emergency food source efforts throughout the state and ultimately help eliminate health disparities in California.



TABLE OF CONTENTS

Messages from Joint Steering Committee Co-Chairs, Network Directorpage 4-5

Overview & Timelinepage 6-11

Key Result Area 1: Partnership & Resource Development page 12-13

Key Result Area 2: Research & Evaluation..... page 14-15

Key Result Area 3: Media & Retail..... page 16-19

Key Result Area 4: Community Interventions/Development..... page 20-25

Key Result Area 5: Policy/Environmental Support page 26-27

Key Result Area 6: School-Aged Children page 28-31

Network Partners page 32-33

Network Funded Projects page 34-35

**Cancer Prevention &
Nutrition Section,
California Nutrition
Network**

1616 Capitol Avenue
Suite 74.516
MS 7204
Sacramento, CA 95814
1-916-449-5400

P.O. Box 997413
MS 7204
Sacramento, CA
95899-7413

www.ca5aday.com or
www.dhs.ca.gov/cpns





MESSAGE FROM THE JOINT STEERING COMMITTEE

The California Nutrition Network for Healthy, Active Families
and the California 5 a Day—for Better Health! Campaign



Susan B. Foerster

California produces half of the nation's fruits and vegetables and enjoys a mild year-round climate, but most residents still suffer from excessive risk of health problems caused by poor diet and physical inactivity. For low-income Californians, the problem is especially severe. Barriers include: limited access to fruits, vegetables and physical activity resources; the pervasiveness and promotion of fast, cheap, high calorie food; misunderstanding about the risks of poor diet and inactivity; and under-utilization of federal nutrition assistance programs. Among diet and physical activity-related chronic diseases, obesity appears earliest and is the most visible.

The magnitude of the chronic disease problem is staggering. More than 30,000 Californians die each year from diseases directly linked to poor diet and sedentary lifestyles, making these together the state's number one cause of death. The rise in overweight and obesity shows no sign of slowing, which in turn will trigger increases in multiple other diseases. Over \$24.6 billion is spent annually in California for obesity and physical inactivity related costs. The health impact falls heaviest on low-income families, certain racial/ethnic groups and—increasingly—children and youth of color.

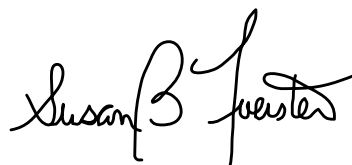
In this context, the work of the *California Nutrition Network for Healthy, Active Families* and our partners is vital. Since its establishment in 1996, large-scale and community-based interventions for lower-income Californians have been initiated within a comprehensive campaign of unprecedented scope and magnitude. The first step was to build an infrastructure that could help coordinate the efforts of communities, regional coalitions and state-level programs. Stepping beyond traditional nutrition education, the *Network* has gone on to combine community, media, retail, policy and partnership approaches that draw California families toward healthful eating and living habits. Partners then aimed for sustainable, permanent change through techniques that include consumer empowerment,

community development, positive changes in the environments where families live, and the establishment of new organizational policies. United by research and an infrastructure within which stakeholders can join efforts and work together, the *Network* is California's best hope for reversing current trends and renewing the promise of better nutrition that is inherent in the nation's richest, most diverse agricultural state.

The learning curve for the first five years was steep. We built initially upon a small foundation of proven strategies, including those from other fields of public health. We made partnerships, figured out fiscal and administrative mechanisms and implemented a diverse array of programs. We listened, learned, shared and adapted. We also narrowed our sights on three seemingly simple targets: to increase the consumption of fruits and vegetables, to increase physical activity and to increase participation in federal food assistance programs, especially food stamps. Throughout it all, we benefited from the partnership and support of our principal funder, the U.S. Department of Agriculture's Food Stamp Program.

This retrospective showcases the success of the *Network* and documents the value of innovation and experimentation. We describe how our contracted programs have applied the principles of social marketing, progressing from the earliest conceptual stages through a cycle of strategic

planning, formative research, implementation at multiple levels and evaluation that feeds into the next generation of effort. The experience of the last five years has led us to believe that the *Network*—with the passion of its partners, contractors and staff—has begun to provide directions that will succeed in helping lower-income families eat more healthfully and be active.



Susan B. Foerster, M.P.H., R.D.
*Chief, Cancer Prevention and Nutrition Section
and Director, California Nutrition Network
California Department of Health Services*



Melody Steeples, M.P.H., R.D.
*Project Manager
Contra Costa County Food and
Nutrition Program
Co-Chairperson*



Dave Parker
*Director of Merchandising
California Tree Fruit Agreement
Co-Chairperson*



Melody Steeples



Dave Parker



AN OVERVIEW OF THE NETWORK

MISSION STATEMENT

The mission of the *California Nutrition Network for Healthy, Active Families* is to create innovative partnerships so that low-income Californians are empowered to adopt healthy eating and physical activity patterns as part of a healthy lifestyle. With the *California 5 a Day—for Better Health! Campaign*, the Network works to increase Californians' daily consumption of fruits and vegetables to at least 5 to 9 servings, increase daily physical activity to at least 30 minutes for adults and 60 minutes for children, and achieve full participation in federal food assistance programs, especially food stamps.

FIGHTING BACK

Unhealthy eating and sedentary lifestyles have overtaken tobacco as the primary preventable causes of disease and death in the United States. In California, billions of dollars are spent

annually on health care for the millions of residents affected by chronic diseases directly related to poor diet and physical inactivity, such as cancer, heart disease, stroke and diabetes. The presence of poor eating and exercise practices, with a corresponding rise in

the occurrence of obesity, has been documented by state surveys that began in the 1980s. While the overall rise in obesity plagues the entire California population, dietary problems are most pronounced for lower-income and less-educated population segments. Trends for daily physical activity show much the same pattern. The

obesity epidemic is the newest and most obvious evidence that lifestyle trends are leading to severe health problems. The scope and complexity of California's obesity epidemic make it clear that solutions must be addressed from a broader

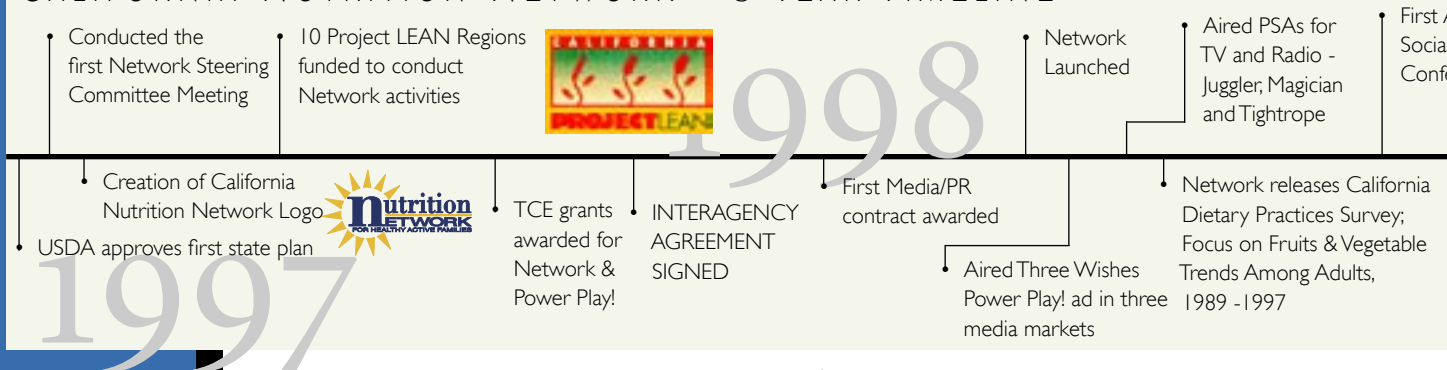
perspective rather than solely focusing on the individual. Societal and economic factors shape eating and physical activity behavior. Until the dominant social norms become healthier, significant improvements by lower-income populations will not be possible.

UNDERSTANDING THE NETWORK

Anxious to make a positive impact on the diet and health of Americans, the United States Department of Agriculture's Food and Nutrition Service took a bold step by creating state-based nutrition networks. In the mid-1990s, they encouraged states to create social marketing

Rate of Overweight and Obesity Rose as Food Stamp Participation Fell		
	% of Overweight/Obese Adults in CA	# of Food Stamp Participants (millions)
1990	43.6	1.87
1991	44.7	2.11
1992	45.9	2.48
1993	47.0	2.80
1994	48.2	3.11
1995	50.6	3.17
1996	50.9	3.16
1997	51.7	2.95
1998	53.6	2.35
1999	54.8	2.01
2000	57.3	1.94

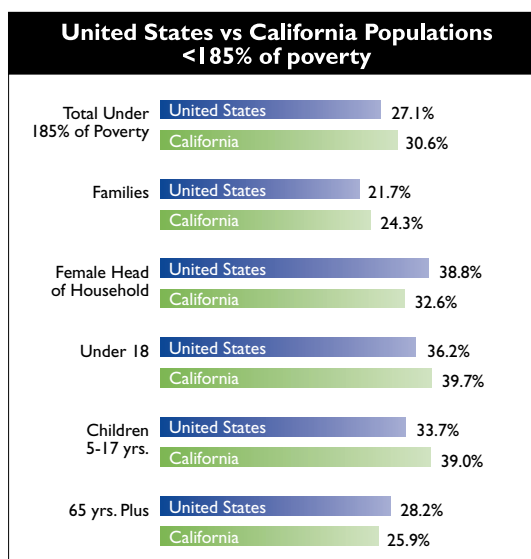
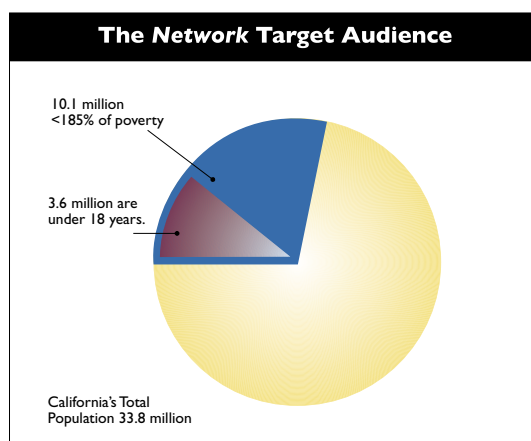
CALIFORNIA NUTRITION NETWORK - 5 YEAR TIMELINE



nutrition education networks funded with help from federal matching funds available through the Food Stamp Program. These networks were created to develop large-scale interventions that stepped beyond the individual to address population needs, community influences and societal issues affecting dietary and physical activity behaviors. In 1996, California was the first of 20 states whose plans eventually won USDA approval, and the *California Nutrition Network for Healthy, Active Families* was established.

BUILDING A FOUNDATION

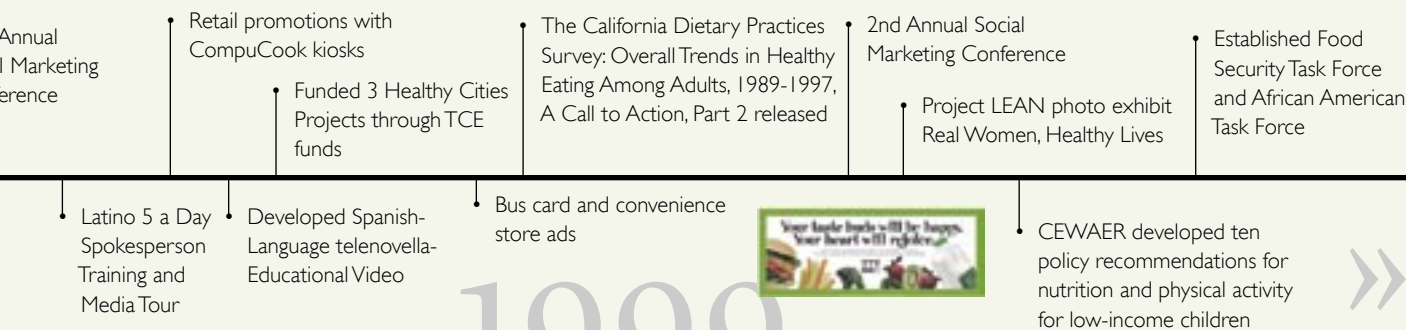
Housed in the Cancer Prevention and Nutrition Section of the California Department of Health Services, the *Network* promotes healthy eating and a physically active lifestyle among low-income households with children whether or not they currently use food stamps. The *Network* reaches adults using large-scale, targeted media and retail approaches throughout the state, while also funding a wide variety of projects in lower-income communities. Emphasis is placed on attitudinal, environmental, organizational and



Source: 2000 U.S. Census data

TARGET AUDIENCE

The *Network's* target audience is comprised of food stamp eligible and similar low-income families with children, which includes about 20 percent of California's population. With a federal waiver, *Network* activities may be extended to households at 185 percent of poverty, which increases the *Network's* target audience to 30 percent of the state's population. Many interventions are geared specifically to Caucasian and African-American women and Latino couples, aged 18-50 years, and their school-aged children because these groups comprise the great majority of California's food stamp eligible population.



1999





OVERVIEW

continued

FUNDING

Principal state funding for the *Network* is made possible by in-kind contributions from state and local governments and public agencies that qualify for matching Federal Financial Participation dollars from the USDA Food Stamp Program. This USDA in-kind match is generated by the *Network's Local Incentive Award Program* and funding from The California Endowment and the Cancer Research Section.

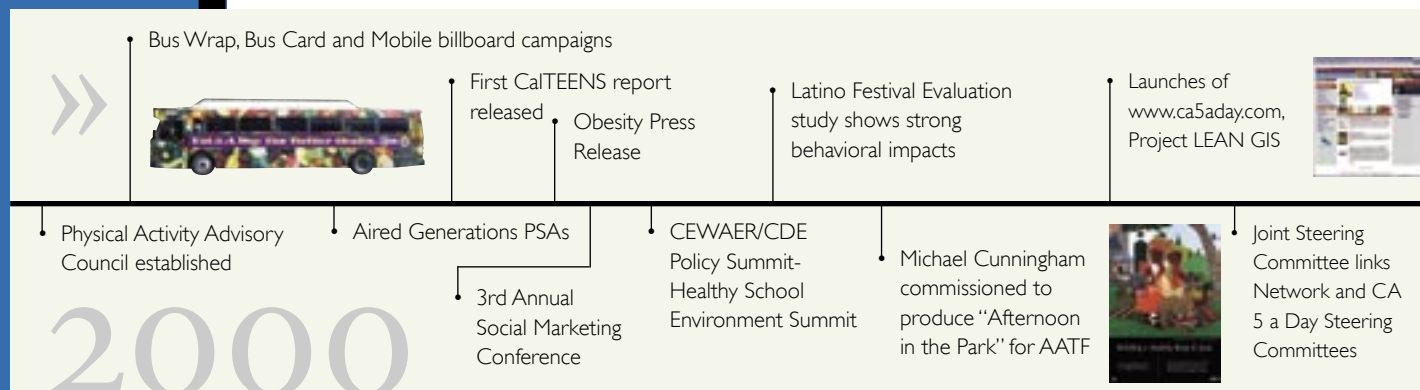
policy changes that promote and support healthier behaviors. Partnerships with a large number of diverse non-profit organizations, businesses, community entities and government agencies allow the *Network* to reach out in a variety of ways to positively influence members of the target audience and the societal structures and entities which touch their lives. The activities of *Network* partners are intended to increase consumer demand for healthy eating and physical activity, while increasing access to healthy food choices and physical activity opportunities.

Principal funding for the *Network* is made possible by in-kind contributions from state and local governments and public agencies that qualify for matching Federal Financial Participation dollars from the USDA Food Stamp Program. These in-kind contributions are generated by the *Network's Local Incentive Award Program* and funding from The California Endowment, the Cancer Research Section and other state programs.

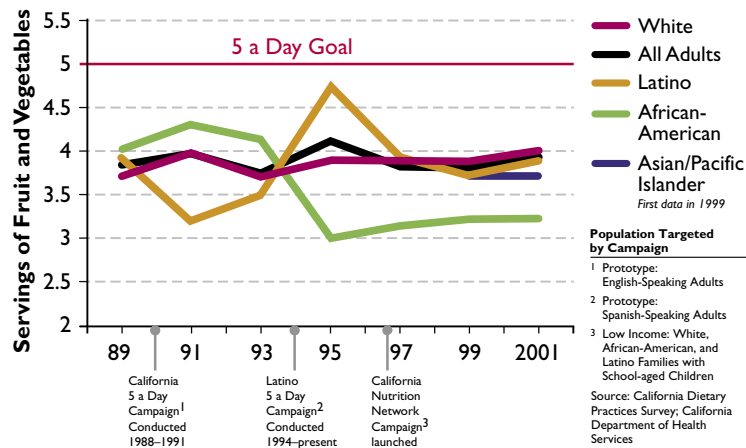
STRUCTURE AND STRATEGY

From its inception, the *Network* aspired to work with partners so that the healthiest choices became the easiest choices for California's low-income families. Meeting that goal demanded widespread, comprehensive environmental changes that could only be realized with a strong statewide organization in place. For this reason, strategic planning and organizational development marked the first two years of the *Network's* existence. This preparation laid the foundation for rapid, far-reaching expansion of a network of local programs and growth in the third, fourth and fifth years. It strategically organized *Network* efforts into six complementary Key Result Areas (KRAs):

1. Partnerships, leadership and resource development
2. Research and evaluation
3. Media and retail
4. Community development
5. Systems, policy and environmental change
6. School-aged children



Trends in Fruit and Vegetable Consumption by California Adults, 1989-2001



These KRAs allow partners, staff and contractors to match their skills, resources and expertise to a specific area.

LEVERAGING RESOURCES THROUGH PARTNERSHIPS

The *Network* pursued partnerships that would allow it to leverage its resources and interventions for maximum impact. Interagency agreements have mobilized the powers of four different divisions of California's state government—health, social services, agriculture and education. Collaborations with sister programs within the California Department of Health Services (CDHS) were also implemented to capture the strengths of similar programs and successfully integrate activities. These were augmented by key partnerships between the *Network* and public and private entities that share the *Network's* goals, including The California Endowment, which awarded the *Network* two five-year grants.

GUIDING PROGRESS THROUGH RESEARCH AND EVALUATION

Since a thorough understanding of the target audience and the issues that influence its members would be critical to the success of the program, a research and evaluation team became an integral part of the *Network's* planning process. This team oversaw the development of comprehensive formative research through reviews of existing research, ongoing surveys and focus groups. Today, it serves an equally critical role in providing field evaluation to all of the *Network* contractors, which compiles summary statistics and helps to measure the success of programs and also offers feedback and an opportunity to amend and redirect interventions as appropriate.

FUNDING continued

USDA matching funds are directed by the *Network* toward three categories of assistance at the community level: funding to local lead agencies (*Power Play!* and Project LEAN regions), *Local Incentive Awards* to an increasing variety of public entities and special project grants, such as the food security and faith-based community projects. In addition, funds have been provided by two five-year grants from The California Endowment.

Aired first paid ads (Benefits Series: Hypnosis, Lunchroom and Soccer)



Project LEAN expands to 12 regions

Press release: "African Americans Need to Change Diet and Physical Activity Behavior to Live Long, Healthy and Productive Lives"



Establishment of African American Health Council (AAHC)

PANIC (Physical Activity and Nutrition Integration Committee) established

Eat Like a Champion Promotion with Safeway

Power Play! Regions and coalitions established statewide

Power Play! reaches over 500,000 children through 650 schools/partners

2001



OVERVIEW

continued

WHAT IS A CHANNEL?

A channel is an organized system through which to reach large numbers of people.

The *Network* employs statewide Program Channels, delivering our interventions through:

- Local Health Departments
- Low-Resource School Districts
- County Offices of Education
- Public Colleges and Universities
- Native American Tribal Organizations
- City Governments
- Healthy Cities and Communities Projects
- Park and Recreation Departments
- State Government Programs
- Faith-Based Organizations
- Food Security Organizations
- California Project LEAN Regional Lead Agencies
- *Power Play!* Regional Lead Agencies

CAPITALIZING ON PROVEN SUCCESS

With a strong statewide foundation in place, the *Network* began a highly active and expanding campaign, marked by interventions aimed directly at the target audience, as well as ambitious community, media and partner programs.

The highly acclaimed *5 a Day-for Better Health! Campaign*, which originated in California in the late 1980s and was adopted nationally in 1991, served as a template for a broader nutrition campaign. The *Network* focused on California's low-income families with an expanded nutrition and physical activity message. The California Endowment funding allowed the *California Children's 5 a Day-Power Play! Campaign* and the *Latino 5 a Day Campaign* to be strengthened. From its launch in early 1998 until 1999, the *Network* messages focused on fruits, vegetables, lowfat eating and physical activity. Starting in 1999-2000, the focus narrowed back to *5 a Day* and physical activity, and the new emphasis on federal food assistance programs began.

ACTIVATING COMMUNITIES

While the *Network* structure provides direction and resources to community-level programs, it also is driven by community partners. A statewide network of community-level coalitions was established by funding California Project Leaders Encouraging Activity and Nutrition, a sister CDHS program, to provide regional leadership. Simultaneously, the number of *Local Incentive Awardees (LIAs)* and special projects have grown from four to over 130 contractors who are working to fundamentally change their environments and build a statewide movement. To ensure their success, each local project receives training, counsel and technical assistance on a variety of topics, including communications through *Network*-sponsored training.

BROADCASTING THE MESSAGE

By 1998, the *Network* had introduced a media campaign to support community partners. Three bilingual public service announcements were produced for television and radio to raise aware-

AATF participated in Festivals: Black Expo, African Marketplace and Cultural Fair, Los Angeles



Established a Special Report on Policy Implications from the 1999 CalCHEEPS

Research completed for development of ESL channel

Completed Phase I of the Fruit/Vegetable Economics Study

4th Annual Social Marketing Conference

Center for Nutrition and Activity Research on African Americans founded (CNARAA) at Charles R. Drew University

Network staff give testimony regarding SB19

Conducted focus groups on the use of the Food Stamp Program

2nd Media and Public Relations contract awarded

Conducted Network Partnership Analysis

ness and invite the target audience to adopt easy behavioral changes for a healthier life. A statewide public relations campaign targeted opinion leaders and policymakers, placing nutrition issues on the front pages of major newspapers, television and radio stations, and opening the door for both state and local programs to advocate for basic environmental changes that would facilitate better diets among the target audience.

EDUCATING OPINION SHAPERS

Research and feedback from community-level partners continually pointed to fundamental environmental issues, such as no or very limited access to healthful foods and physical activity resources, that effectively blocked the *Network's* target audience from moving toward lifestyle improvements. By its third year, the *Network* was moving to address these environmental issues by building awareness among policymakers. Through strategic partnerships, the *Network* began setting the stage for policy change. Co-sponsored by the *Network*, the California Elected Women's Association for Education

and Research (CEWAER) partnered with the California Department of Education (CDE) to convene the Healthy School Environment Summit that brought key health professionals, media and policymakers together to address these vital issues and discuss possible solutions affecting school-aged children.

MANAGING SUCCESS

By the fifth year, the *Network* was fully activated and executing a comprehensive statewide social marketing program. Thirteen different channels were mobilized with interventions aimed at reaching people where they lived, worked, shopped and socialized. Not only were more women hearing the *Network's* message in the media as placement of ads shifted from public service to paid, but communities were also being activated. In light of the dramatic growth of the *Network* and heeding counsel from USDA, a decision was made to slow growth in year five and direct attention to sustaining and enhancing existing success. Quantifying accomplishments, building stronger coalitions and partnerships, and assuring program integrity became the *Network's* priorities for 2000-2001.



The *Network* employs its social marketing mix to deliver campaign messages and inspire healthy change in the target audience through:

- Advertising (paid and PSA)
- Public Relations
- Promotions
- Retail/Personal Sales
- Public/Private Partnerships
- Consumer Empowerment
- Community Development
- Media Advocacy
- Environmental, Systems and Policy Change

Latino spokes-people featured on *Despierta America!*



Latino 5 a Day established regional grants

Retail promotions in three media markets: Fresno, Monterey/Salinas and San Diego

NetCom trainings in 12 Project LEAN regions

Developed NetCom Grad Listserve

Outdoor Campaign in six media markets



Latino 5 a Day participated in 24 Latino Festivals and 20 farmers'/flea markets

5 a Day partners exceed 2,000 retailers

"Take 5 to the Media" outreach

White papers published in *Journal of Nutrition Education*



Latino 5 a Day Festival and Flea Market Evaluation Study

PARTNERSHIP AND RESOURCE DEVELOPMENT

GOALS

Build a strong action-oriented public-private infrastructure and maximize results by capitalizing on California's successful nutrition programs; mobilize a diverse array of resources to conduct a large-scale, coordinated social marketing campaign.



Maintaining and Expanding Network Infrastructure

The *California Nutrition Network* is a vertically integrated infrastructure (see graphic below). It builds on national initiatives when possible, conducts a variety of leadership activities at the state level and links these with regional coalitions and local projects. Each level is dependent on the others. The *Network's* social marketing campaign provides major funding for the *California 5 a Day Campaign* and for *California Project LEAN* in order to sustain regional coalitions that are close to and supportive of local efforts.

A Joint Steering Committee of representatives from the *Network*, *5 a Day* and *California Project LEAN* campaigns meets semi-annually. Initially, it guided development of campaign activities; increasingly, it identifies and advocates for policies that make healthy eating, active living and participation in nutrition assistance programs easier. The Joint Steering Committee and organized advisory groups of representatives from local and regional funded projects advise state staff on the direction of specific campaign activities.

The infrastructure of the *Network* is horizontally as well as vertically integrated, with cooperation between entities at all levels. This includes working with multiple departments and categorical programs at the state level, facilitating communication through regional coalitions and helping partners and programs connect locally.

The result is intended to be a dynamic, responsive infrastructure that captures synergies among diverse partner organizations.

Optimizing Partnerships and Resources

Ongoing efforts are made to expand and diversify the *Network's* funding base through partnerships, collaboration and cooperative agreements. Other avenues include state general funding and philanthropy.

HOW THE NETWORK WORKS

National Initiatives



State Campaigns



Regional Coalitions



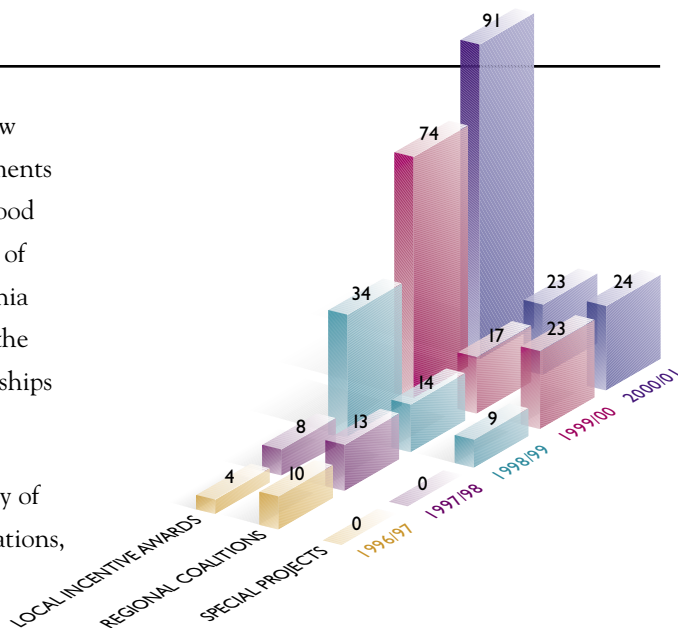
Local Programs



Growth of Local Incentive Awards, Regional Coalitions and Local Incentive Awards

The *Network* has forged more than 200 new partnerships, including interagency agreements with the Department of Social Services' Food Stamp Bureau, the California Department of Education Office of Nutrition, the California Department of Food and Agriculture and the State Library. Three other types of partnerships have evolved since its inception:

- General partnerships with a wide variety of voluntary, trade and professional associations, advocacy groups, public agencies and businesses which are brought together as needed to address issues that require highly focused expertise and synergy, as well as time-sensitive action and activities.
- Community-based, regional and state-level contractors and consultants who provide practical day-to-day programs and interventions to the *Network's* target groups.
- Regional coalitions that work together on promotions, planning and policy projects.



Training New Social Marketers

The *Network's* Summer Internship Program, begun in the summer of 2000, provides master's level nutritionists and health educators with training in social marketing, community development, research and program administration. Ten interns from major universities across the United States participated in the internship program during the summers of 2000 and 2001. By assisting new professionals in incorporating social marketing and community development skills into their professional development, this program makes a unique and lasting contribution.

SUCCESSES

Resources Developed:

- Diverse partnerships with more than 200 like-minded organizations
- *Network* and 5 a Day Steering Committees joined efforts in order to provide a new direction of combined growth.
- An administration system that supports investment in nutrition by other public agencies
- Internship program for master's level health professionals
- Five-year grants from The California Endowment for program development and capacity building



RESEARCH AND EVALUATION

GOAL

Maintain ongoing research and evaluation to design campaigns, shape interventions, monitor results and increase effectiveness.



ACTIVITIES

Conducting Formative Research and Pilot Testing

Thorough research, testing and evaluation assure that the *Network* activities are relevant to the audience for which they are intended. Consumer focus groups are conducted to help shape each year's media campaigns and communications. Focus groups and key informant surveys allow the *California Nutrition Network* to ask other hard questions like why women who may be eligible for food stamps do not participate. In this way, the *Network* builds on the most powerful motivators and can proactively address personal and organizational barriers that influence healthy eating, physical activity and food stamp use. Exploratory focus groups have also led to creative ideas for electronic and print marketing materials and

helped identify new intervention approaches.

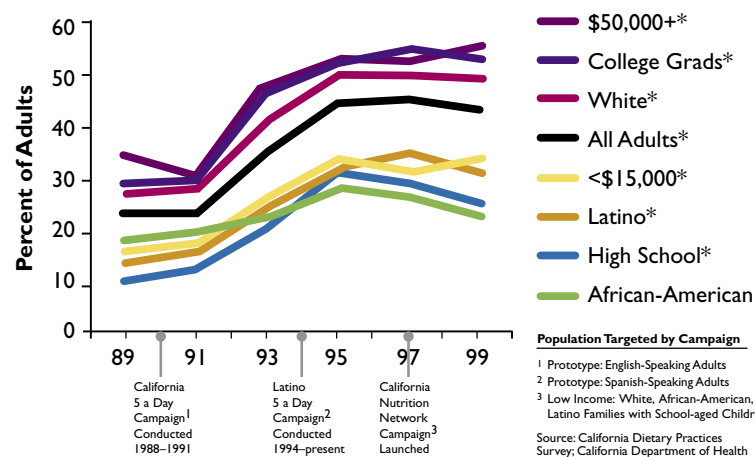
Reactive focus groups, pilot testing and field reviews assessed the target audience's response to various educational and supporting materials to determine which were produced and distributed. Campaigns using electronic media were also tested with consumers during creative production.

Administering Statewide Surveys

To provide the state-specific data needed to plan effective interventions, the *Network* administers California's only representative statewide surveys focused exclusively on diet and physical activity. They are partially funded by The California Endowment and administered through the Public Health Institute.

The *California Dietary Practices Survey*, a telephone assessment of adults 18 years and older, has been conducted every other year since 1989. The *California Teen Eating, Exercise and Nutrition Survey (CalTEENS)*, a telephone survey representing California's more than three million adolescents (ages 12-17) was first administered in 1998, and the *California Children's Healthy Eating and Exercise Practices Survey (Cal-CHEEPS)* was first conducted in 1999 with children ages 9-11. These three biennial surveys help mobilize action and measure progress toward meeting the *Network's 5 a Day* goals. They also help determine if California is moving closer to achieving the Healthy People 2010 prevention objectives for physical activity and nutrition.

Trends in Belief: Need for 5 or More Fruits & Vegetables a Day for Good Health 1989-99 by Ethnicity, Education and Income



Network Research Projects

Network staff conducted or oversaw a variety of research projects. The projects examined critical questions such as:

- Did an intensive social marketing campaign increase fruit and vegetable consumption among Latino families?
- What are obesity and physical inactivity costing California?
- What are the reasons that eligible Californians do not use the Food Stamp Program?

In partnership with the California Cancer Research Program, the Network also researched the following issues:

- Can residents in South Central Los Angeles get local retailers to offer better fruits and vegetables at good prices?
- What are the best ways to communicate with policymakers in low-resource school districts?
- What methods will increase fruit and vegetable intake among WIC clients and low-income Filipino and Vietnamese Californians?
- Did salad bars increase fruit and vegetable consumption in Los Angeles Unified School District?
- Would California's economy benefit if people ate 5 or more servings of fruits and vegetables every day?
- Can establishment of the Center for the Advanced Study of Nutrition and Social Marketing at the University of California, Davis, increase the effectiveness of State campaigns?



Evaluating Programs and Special Projects

A continuous system of regular, targeted evaluations has sustained the quality of the *Network's* programs and projects. Staff for each funded project submits an annual scope of work, which is examined for relevance to the *Network's* objectives, effectiveness and feasibility. Progress toward meeting these objectives is evaluated on an ongoing basis for each project, reported semi-annually and compiled into cumulative statistics. In some cases, outside consultants or comparison studies were used to evaluate specific interventions. The *Network* as a whole is measured by the achievement of short-term goals: increased reach of nutrition education messages, growth in organizational participation, building of community partnerships, leveraging of resources, integration among USDA-funded programs, adoption of policies that support fruit and vegetable consumption and regular physical activity, and increased promotion of nutrition assistance programs. The success of the *Network's* long-term goals of increasing fruit and vegetable consumption, physical activity and Food Stamp participation will be measured by the population surveys.



SUCCESSES

Research and Evaluation Conducted:

- *California Dietary Practices Survey of Adults*
- *California Teen Eating, Exercise and Nutrition Survey (CalTEENS)*
- *California Children's Healthy Eating and Exercise Practices Survey (CalCHEEPS)*
- Collaboration on nutrition, physical activity and food security in other state surveys
- Yearly focus group research and special studies
- Process and outcome evaluations for special projects
- CA Project LEAN Geographic Information System (GIS)
- Standardized semi-annual reporting of social marketing activities

MEDIA AND RETAIL

GOAL

Conduct a coordinated media and retail campaign that will reach lower-income consumers through the media they use, in the places they shop and where they eat, work and live.

ACTIVITIES

Conducting Collaborative Statewide Media Campaigns

The *California Nutrition Network* conducts statewide media campaigns to increase public exposure to campaign messages, present credible health recommendations, interpret state survey results and identify solutions for the public, opinion leaders and policymakers. During the first five years, seasonal promotions constituted the *Network's* main media presence. In spring, summer and fall, the goal was to debut new, bilingual *Network* public service announcements on television, complemented by radio spots, transit ads, bus wraps and mobile billboards, spokes-



person interviews, media tours and interventions in community, school and church settings. Public relations events were conducted twice each year, often in collaboration with partners such as the American Cancer Society or supermarket companies. In this way, it was intended that advertising cues to eat more fruits and vegetables and engage in

physical activity would occur during times of the year that were conducive to the target audience's enjoyment and adoption of these behaviors.

Media placement was centered in media markets that reach the greatest numbers of consumers: Los Angeles, San Francisco/San Jose, San Diego, Sacramento, Fresno and Monterey/Salinas. As shown in the adjoining chart, the number of

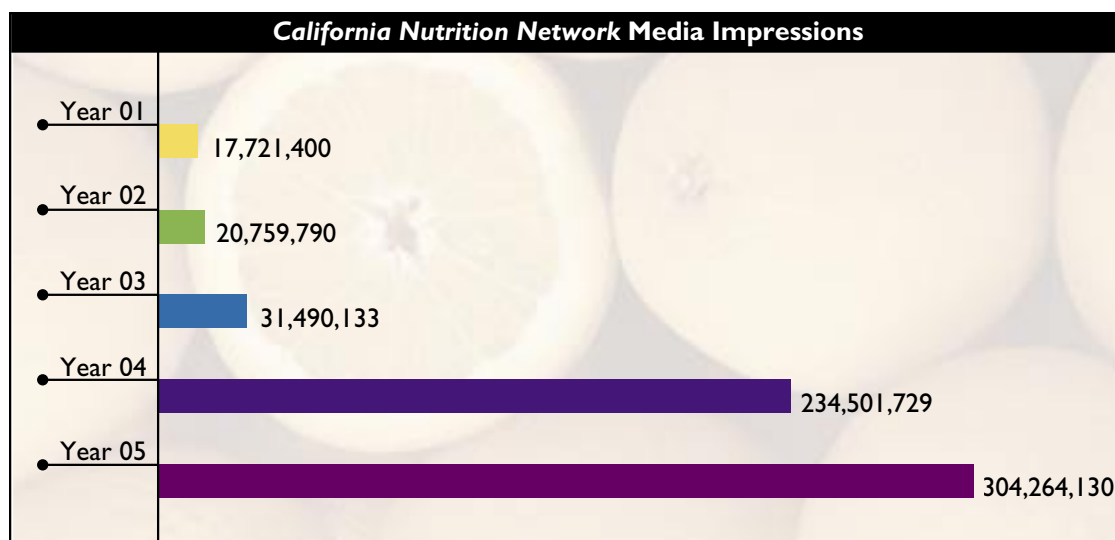
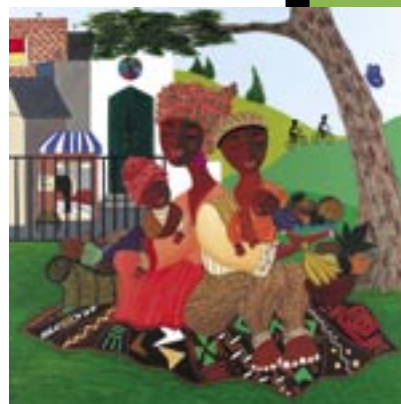
media impressions generated by the *Network* increased markedly when paid advertising became possible in 2001. Media outreach is coordinated at the state and community levels with public relations and media advocacy activities to fully disseminate messages and create public momentum.

A comprehensive public relations program complemented advertising efforts by helping to generate public discussion about nutrition issues. By focusing the spotlight on concerns about disparities, children and obesity, the public relations program successfully moved these health topics to the policy and community levels, helping to positively shape policies affecting access, education, funding and standards on both community and state levels.



Regular updates maintain the *Network* Web site (www.ca5aday.com) as a convenient resource for the *Network's* target audience, as well as its partners and media.

"Afternoon in the Park" was original art commissioned to promote healthy eating and physical activity in African American communities.



Empowering Regional Coalitions

By providing the *Network Communications Training Program (NetCom)* to all funded projects, there are now over 250 credible spokespersons who can provide local perspectives on statewide news stories and media tours. This is key to securing media coverage, since most outlets are committed to reporting local issues and stories. *Network* projects are active in communities all over the state, and through regional coalitions they help generate coverage that resonates within each community.



The 5 a Day Retail Program promotes the health benefits of eating fruits and vegetables in markets throughout the state.

SUCCESSES

Outreach to media and target audience through:

- Television and radio advertisements
- Web sites
- Spokesperson training for regional coalitions
- Marketing materials
- Retail merchandising
- Marketing CD-ROM
- Promotional activities
- Social marketing conferences
- Awards for communications, public relations and advertising

MEDIA AND RETAIL

continued

Supporting the California 5 a Day

Retail Program

The *California 5 a Day Retail Program* activities are designed to reach low-income Californians with the *5 a Day* and physical activity messages at the point of purchase through supermarkets. In partnership with the Produce for Better Health Foundation, merchandising and promotional activities are coordinated in over 2,000 supermarkets, neighborhood markets and warehouse stores statewide. The merchandising components of the events include customized and bilingual point-of-purchase materials, ad slicks for print advertisements, in-store recipe booklets and brochures, and a CD-ROM containing advertising copy, graphics, health tips and nutrition information. Food demonstrations, store tours and retail-sponsored community events are also conducted in selected locations to support the merchandising efforts.

The *California 5 a Day Retail Program* is enhanced with the media elements previously described. These activities, combined with strong agricultural and supermarket partnerships, have been crucial to creating a larger movement to change consumer behavior.

Communicating with Partners

Through social marketing conferences held each year, the *Network* creates an opportunity for staff of funded projects, partner organizations and Joint Steering Committee members

Comida rápida que viene en empaques fáciles de abrir.

Provea que los frutos y vegetales están deliciosos y frescos, en la temporada perfecta para comer y crecer.
pendientes de frutos y vegetales al día. Así que aprovechar y distribuir la comida rápida de la manera más
Para más mensajes sobre nutrición, llamen al 1-800-422-4232.





to come together and learn about the latest tools and techniques for using social marketing in nutrition education. Channel-specific training was recently added to help projects learn from each other and work on projects of mutual interest, such as evaluation. The *Network* regularly communicates with contractors and partners through several electronic means, including a Web site, the NetComGrad listserv and e-mail distribution of the latest news and research on nutrition, physical activity and disease prevention.

Developing and Maintaining a Web Site

An up-to-date, dynamic Internet presence helps the *Network* communicate with media, partners and the target audience in an interactive and efficient manner. The *Network* Web site, www.ca5aday.com, is linked to partners' sites and contains information about the program itself as well as a wide variety of consumer-oriented materials, including recipes. Regular updates maintain the Web site as a convenient resource for the *Network's* target audience, as well as its partners and the media.

The Network's "wrapped" public buses deliver the 5 a Day message in low-income communities.

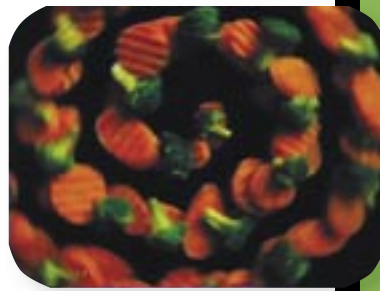
"Hypnosis" TV Ad



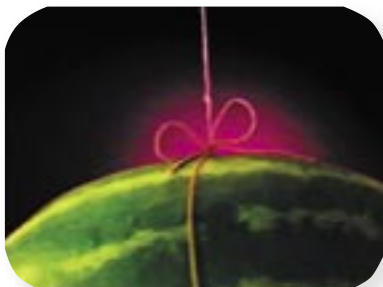
You are getting hungry. You are getting very, very hungry.



And that's good. Because right now you can get delicious fruits and vegetables everywhere.



And they're inexpensive.



So eat at least five servings of fruits and vegetables and get 30 minutes of physical activity every day to stay healthy.



It's So Easy.

COMMUNITY INTERVENTIONS/DEVELOPMENT

GOAL

Facilitate the efforts of a wide range of community-based organizations to promote healthful eating and physical activity through tested social marketing interventions, foster partnerships, stimulate community development initiatives and encourage the generation of matching dollars via incentive awards.

ACTIVITIES

Network Funded Local Projects

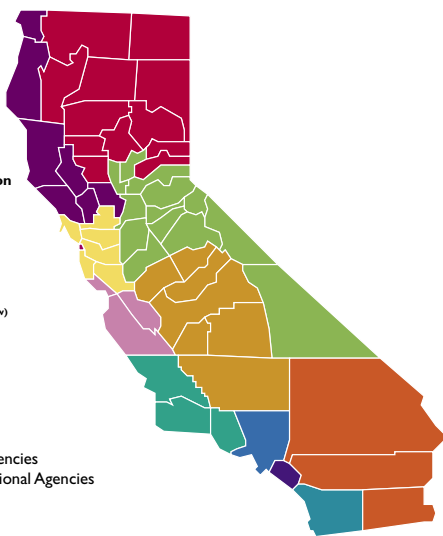
Public entities funded by the *California Nutrition Network* through an ongoing *Local Incentive Award (LIA) Program* act as local representatives for the *Network*, while implementing their own nutrition education and physical activity promotions. Agencies include public health departments, low-resource school districts,

public colleges and universities, parks and recreation departments, tribal organizations, city governments and UC Cooperative Extensions. These programs are screened to ensure that their target audiences and objectives are consistent with USDA guidelines. Growing from four local agencies in the *Network's* first year to almost 100 by the fifth year, the *LIA Program* assists local agencies in providing vital community-based interventions, communications and nutrition education. The *LIA Program* qualifies local agencies for federal matching funds, which in turn provide resources to develop additional nutrition education and physical activity interventions. Training in communications and social marketing is provided to each of these public entities to enable them to interact with their community and local media, encouraging outreach and advocacy for their programs and the *Network*. Through the *LIA Program*, the *Network* brings together the state and regional components of the campaign, while helping to create ties within and between communities.

REGIONAL PROJECT DIRECTORY

The Cancer Prevention and Nutrition Section (CPNS)
California Nutrition Network for Healthy, Active Families
(Network)
2000–2001 Project Directory
by California Project LEAN Region

- North Coast Region
6 Projects
- Sierra Cascade Region
5 Projects
- Bay Area Region
28 Projects
- San Francisco Region (New)
1 Project
- Gold Country Region
19 Projects
- North Central Coast Region
4 Projects
- Central Valley Region
11 Projects
- Gold Coast Region
2 Projects
- Los Angeles Region
43 Projects
- Orange County Region (New)
3 Projects
- Southern Coast Region
16 Projects
- Great South Region
14 Projects



Featuring:
Project LEAN Regional Agencies
Power Play! Campaign Regional Agencies
Local Incentive Awards
- Public Agencies
Special Projects
- Healthy Cities and Communities
- Faith Community Outreach
- Food Security Projects
- Projects of Statewide Significance
Cancer Research Section Projects

Network programs are linked through regional lead agencies to strengthen local collaborations. See pages 34-35 for full listing.

California Project LEAN Regional

Lead Agencies

Part of the *Network's* strategy is to build on the state's existing infrastructures for nutrition and physical activity promotion. California Project LEAN was established in the early 1990s to conduct innovative programs on a regional basis. With *Network* funding, California Project LEAN's Regional Lead Agencies also perform the leadership functions of involving local organi-

zations and consumer representatives, providing intervention activities, establishing systems for information, coordinating services among partners, providing technical assistance and submitting uniform data to the state program.

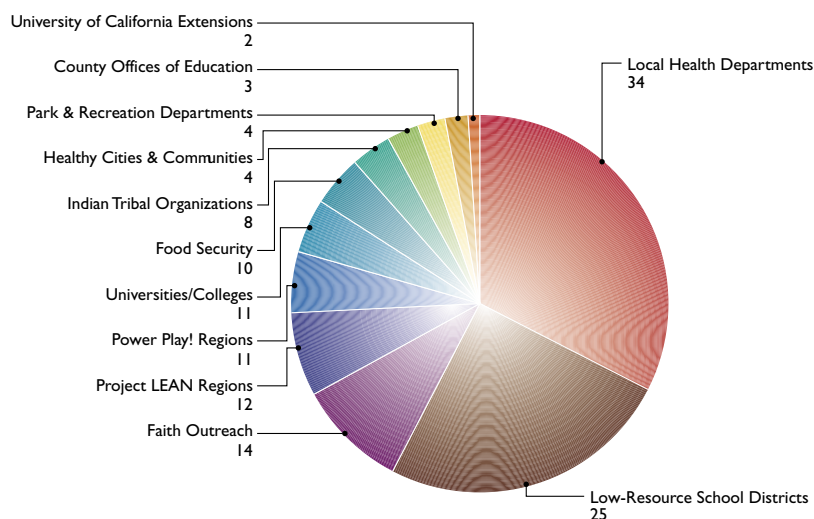
The 12 California Project LEAN Regions (see map) are housed within local health departments, community-based organizations and other local agencies. They implement strategies specific to their regions and increase the *Network's* resources, clout and impact through like-minded partnerships.

California Project LEAN regional coordinators from the original ten regions also have developed and implemented community-based social marketing plans that promote behavior change at the local level, driven by the target audience, and involve special local coalitions in the decision-making process. Nine of these California Project LEAN regions promote fruit and/or vegetable consumption, and one region promotes low-fat milk consumption.

5 a Day Campaign Initiatives

The *California 5 a Day Campaign*, established in 1988 and adopted as a nationwide initiative by the National Cancer Institute and the produce industry in 1991, has moved forward to develop complementary targeted campaigns that use audience-specific approaches and a vertically integrated campaign to promote fruit and vegetable consumption and physical activity.

Local Incentive Awards, Regional Coalitions and Special Projects 2000-2001



Components of each new campaign have been formally evaluated and found effective for increasing fruit and vegetable consumption. The *Children's 5 a Day-Power Play! Campaign*, *Latino 5 a Day Campaign* and *5 a Day Retail Program* use multiple channels and methods in order to significantly improve fruit and vegetable intake.

Latino 5 a Day Campaign

The *Latino 5 a Day Campaign* uses a combination of culturally and linguistically appropriate mass media and community-based strategies to communicate the *5 a Day* and physical activity messages to Latino adults and their families. The *Latino Campaign* airs Spanish and English television and radio advertisements, maintains a training program for bilingual spokespeople to support public relations activities and operates a *5 a Day*-themed mobile billboard.

The *Latino Campaign* also conducts interventions through large Latino festivals, farmers' and flea markets, supermarkets and neighborhood stores, and provides educational materials to direct health service provider organizations and community groups throughout California.

COMMUNITY INTERVENTIONS/DEVELOPMENT

continued

Local Health Departments

Through the *LIA Program*, health departments throughout the state are able to expand their existing nutrition and physical activity promotions to reach more food stamp eligible and similar low-income households. Health departments partner with many community-based organizations, such as faith organizations, schools, American Cancer Society, restaurants and food banks. These agencies have been particularly successful at driving local food policy initiatives and coalitions. Specific interventions include

the City of Berkeley's Food Policy, Contra Costa County's *On the Move with Foodwise!* Campaign, Los Angeles County's *Fuel UP/Lift Off!* LA worksite campaign and Monterey County's *Family Garden*, which combines literacy, parent education and physical activity with nutrition.

Native American Tribal Organizations

Native American tribal organizations in California provide health services to communities where unemployment and chronic diseases (such as diabetes, obesity and hypertension) are high. *Network* funding allows expansion of culturally appropriate nutrition and physical activity promotion interventions in WIC and Head Start and nutrition education at local schools, tribal

events and health fairs. Activities include cooking classes, anemia prevention, parenting groups, wellness training and newsletters. The California Rural Indian Health Board Inc. provides statewide nutrition leadership and visibility for the role of diet in disease prevention at state tribal conferences, emphasizing diabetes prevention and healthy native foods.

Public Colleges and Universities

Public colleges and universities provide the opportunity to enrich the educational process for low-income students and conduct projects that connect academia with the community. The institutions that receive *Network* funds also partner with community-based organizations and school districts to design, implement and evaluate nutrition and physical activity programs in low-income neighborhoods. Unique activities to this channel include a California Polytechnic University, Pomona, intervention to increase dietary intake with "edible landscaping" at a low-income apartment complex and California State University Los Angeles' partnership with a local high school to encourage student empowerment, peer training and policy change.

City Governments

Like local health department *LIAs*, city government based *Network* projects are involved in community food coalitions and promote policy changes in their locales. The City of Montclair employs *promotoras* to reach low-income Latinas with health and nutrition messages; the City of West Hollywood promotes gardening, cooking





The Network's message and supporting materials are presented at community events throughout the state.

and exercise programs to children and senior citizens, and the City of Pasadena focuses on food security in their food policy council work.

Parks and Recreation Agencies

These agencies provide nutrition education and physical activity promotion to their communities through cooking classes and food demonstrations, health fairs, point-of-sale interventions and public broadcasting of nutrition messages and cooking demonstrations. Successful interventions include Daly City's Parks and Recreation Department's healthy ethnic cooking classes for Asian and Latino seniors, grocery tours and a Web site resource, San Bernardino Parks and Recreation and Community Services' weekly

cable television broadcasting of "What's Cooking?," featuring healthy, low-cost foods, and the City of Duarte's teen activities, which include production of nutrition education animated PSAs in English and Spanish.

University of California Cooperative Extension (UCCE)

With *Network* funding, these agencies are able to expand their traditional food stamp nutrition education to include additional educational sites, grocery store or farmers' market tours to promote local nutrition coalitions and to provide nutrition training and resources to local day care providers. UCCE Alameda County's NETA (Nutrition Education and Training Academy), for example, has published training modules for day care providers, a garden directory for their county and newsletters for early childhood providers.

Special Projects

The *Network* also supports action on targeted nutrition and physical activity issues at the community level by providing grants to special projects on a competitive basis. This fosters the growth of community-based healthy eating and physical activity promotion while broadening the scope of *Network* activities. Special projects include faith-based community outreach, food security projects and the Healthy Cities and Communities Initiative.



S U C C E S S E S

- Created the *Local Incentive Award Program* that grew from 4 to almost 100 contractors in 9 channels
- Expanded *Network* behavioral objectives to include food security
- Established Food Security and African American Task Forces
- Partnered with the Department of Education to fund Nutrition Education Coordinators
- Expanded nutrition and physical activity programs through California's Healthy Cities Partnership
- Initiated 24 faith and food security special projects

COMMUNITY INTERVENTIONS/DEVELOPMENT

continued

■ **Faith-Based Community Outreach:** Based on published reports of successful interventions with black churches, the *Network* issued a Request for Applications to more than 800 faith-based organizations in 1998 and formed an *African American Task Force (AATF)*, comprised of leaders in the African American community, to find new ways to address health disparities affecting low-income African Americans in California. The AATF provides guidance and expertise to the *Network's*

13 African American faith-based community outreach projects, which promote healthful eating and physical activity among their congregations, affiliate churches and broader communities. Creative interventions encompass a minister-delivered televised Nutrition Sabbath, a festival outreach program (African Marketplace and Cultural Fair, Blues & Art festivals, Oakland Black Expo and local health fairs), advocacy resulting in mayoral and congressional proclamations, and collaborations to establish farmers' markets and walkathons. A comprehensive evaluation plan is in place to measure the impact of this faith-based channel.



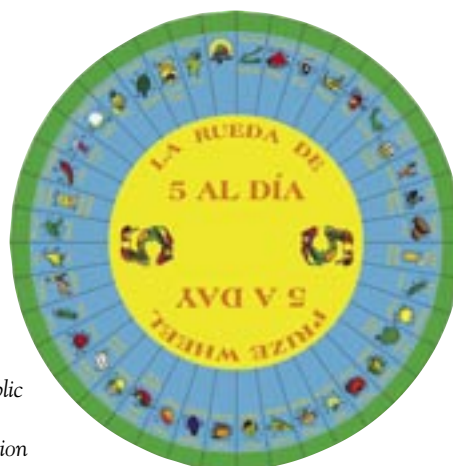
Colorful fruit and vegetable displays encourage people to eat healthy.

■ **Food Security Projects:** The *Network* has funded a total of 27 community-based food security projects since issuing its first Food Security Request for Applications in 1998. These projects approach the problem of assuring the availability of healthful food in a socially acceptable manner in a variety of ways, including improving individual and family self-sufficiency, improving access to local healthful food sources and advocating for the development of policies that encourage social and economic change. All projects are chosen for their innovative approaches and their potential for replication by other projects and organizations. The projects have also actively participated in the *Network's Food Security Task Force*, working toward achieving improved communication and coordination among advocates throughout the state and improving the use of federal food assistance programs.

State Senator Deborah Ortiz and DHS Chief Deputy Director David Souleles speak at a 5 a Day event.

■ Healthy Cities and Communities Initiative:

The California Healthy Cities and Communities (CHCC) Initiative focuses on the physical environment, economic conditions and social climate of cities as arenas for nutrition and physical activity promotion activities. With initial funding from The California Endowment, the cities of Escondido, Oceanside and West Hollywood competed and were selected in 1998 to conduct nutrition and physical activity initiatives targeting their low-income neighborhoods. The next year, four additional cities – Adelanto, Berkeley, Duarte and Pasadena – were funded in response to a second RFA. All Healthy Cities projects have established food policy councils to identify issues and provide leadership. They also conduct nutrition education and physical activity interventions directed to low-income residents. The CHCC Initiative has resulted in the development of community gardens, the utilization of a *promotora* nutrition education peer outreach program, successful implementation of farmers' markets in low-income neighborhoods, the rehabilitation of several trails and development of a Teen Nutrition Council to advocate for nutrition and physical activity policies at school and in the teen center. Several have joined the *Network* as *Local Incentive Awardees*.



The 5 a Day Prize Wheel entices the public to learn more about fruits and vegetables while earning cookbooks and other nutrition education reinforcement items.

GOAL

Generate support for and adoption of organizational decisions by public and private sector policy-makers to promote healthful eating and physical activity in their institution or spheres of influence.

ACTIVITIES***Reaching Out to Policymakers Through Collaborative Projects***

In its third year, the *California Nutrition Network* convened stakeholder meetings to identify policy priorities that would advance its three principal objectives and asked all funded projects to begin focusing on system, policy and environmental changes.



The Network strives for access to healthy foods where people live and work.

Funding provided by the *Network* to the California Elected Women's Association for Education and Research (CEWAER) to conduct Healthy Education Alternatives 2000 resulted initially in a set of school policy priorities and issue papers, then in CEWAER's partnering with the California Department of Education to hold the first Healthy School Environment Policy & Community Action Summit. The summit was attended by over 600 food service directors, educators, legislators and health professionals. It was complemented by release of the first *CalTEENS* report, which was extensively covered in the media. This led to the establishment of the California Children's Coalition for Activity and Nutrition (CCCAN) to maintain the momentum for policy work in schools and communities.

The *Network* provided supplementary funding to the California Research Bureau of the State Library to take policy staff into the field to learn first hand about issues surrounding childhood obesity. In January 2001, this resulted in a policy seminar and a Senate joint committee hearing on childhood obesity, to which the *Network* was invited and testified for the department. In conjunction with the efforts of others, these events contributed to the introduction and passage of California Senate Bill 19, legislation that established nutrition standards in California's public schools.

Joint Steering Committee Policy Priorities to Achieve Healthy Eating Targets in California

- Expand the *5 a Day Campaign*, the *Network*, Project LEAN and other healthy eating and exercise campaigns to be available to all California adults, as well as those with low incomes
- Expand and initiate similar campaigns for all children and youth
- Support and/or initiate measures that achieve full utilization of federal food assistance and child nutrition programs
- Initiate and/or support nutrition and physical activity programs and policies to help eliminate health disparities

The *Network* researched Food Stamp Electronic Benefit Transfer (EBT) systems in other states and funded a consortium of agencies in Alameda County to help familiarize local agencies with the use of an EBT system at farmers' markets, providing a model for other counties.

Working Toward Systems Change

Other projects funded by the *Network* expand the work of sister state agencies and programs, including the California Department of Food and Agriculture (CDFA), the Cancer Detection Section and selected projects within the Primary Care and Family Health Division of the California Department of Health Services. These included assistance to regional breast cancer partnerships in offering the newly-developed Healthy Lifestyles initiative to low-income older women, helping the California Department of

Education strengthen nutrition education and community linkages in low-resource school districts, assisting CDFA to expand its outreach to lower-income and ethnic communities, and helping the Domestic Violence Section expand Project GROW in women's shelters.

The Joint Steering Committee Policy Action Teams established the *Network's* Policy Platform and Policy Priorities. The *Network* helps partners advance these policies by providing facts about policy

options to *Network* partners, tracking relevant bills in the Legislature and researching policy concerns such as the costs of obesity in California and the economic benefits to the state of increasing fruit and vegetable consumption.

SUCCESSES

- Built partnerships with health leaders, advocates and organizations
- Completed the first *Network* Policy Platform
- Partnered with the Department of Social Services on the first Interagency Food Assistance Committee
- Initiated action to assure inclusion of farmers' markets in the transition to EBT



SCHOOL-AGED CHILDREN

GOAL

Facilitate the efforts of a wide range of health departments, school districts, community-based organizations and physicians to promote healthful eating and physical activity habits in school-aged children and their parents.

ACTIVITIES

Funding The California Children's 5 a Day—Power Play! Campaign

The *5 a Day—Power Play! Campaign* encourages 9 to 11-year-old children to eat 5 or more servings of fruits and vegetables and be physically active for at least 60 minutes every day. It also works to create environments in which practicing these behaviors is easy and socially acceptable.

Following a successful evaluation of the *Power Play! Campaign* pilot in 1996, The California Endowment funded a

five-year statewide rollout of the *Campaign*.

Eleven regional lead agencies were established between 1997 and 2001 to operate regional coalitions and implement the *Campaign* in six community channels. The *Power Play! Campaign* helps communities bring the fruit and vegetable

and physical activity messages to children by providing turnkey, bilingual materials for use in school classrooms and cafeterias; community youth organizations, including after-school and summer programs; farmers' market, super-market and restaurant promotions; and media activities, such as television advertisements and public relations. *Power Play!* partners with the American Cancer Society on their annual

Spring Into Health! Day, which reaches more than a million children across California. It is estimated that of California's nearly one million fourth and fifth graders, *Power Play!* now reaches



School children are treated to fresh produce during a 5 a Day celebration at the State Capitol.

over 200,000 low-income students directly in interactive venues and another 1.8 million children and adults indirectly through media and community events.

Providing Local Incentive Awards to Schools

The school channel has grown from two districts in 1997 to become one of the larger channels in the *Network's LIA Program*, with 28 school districts and county Offices of Education participating by the fifth year. By 2001, funding for this channel had grown to \$11 million, reaching a target audience of over 750,000 students, with a potential reach of 1.3 million students and their families. Seven of the nine largest school districts in the state participated in the *Network*. Schools conduct activities at the individual, institutional, community and policy levels of change, including classroom and garden-enhanced nutrition education, cooking and food budgeting classes for parents, partnering with other community organizations for events and local health councils, organizing student nutrition advisory councils and establishing school and district-wide nutrition policies. Notable interventions in this channel include Los Angeles Unified School District's *Harvest of the Month* program, which provides teachers with a monthly newsletter and teach-

ing guide featuring a different fruit or vegetable each month. The newsletter suggests a variety of activities and resources for teachers to incorporate in several core curricular areas and ways for the food service directors to incorporate the featured fruit or vegetable in the school meals. This district also conducts the *Chefs in the Classroom* project, which partners professional local chefs, teachers and students to prepare healthy multicultural foods. Again, academic topics are woven into the activity. Santa Monica-Malibu Unified School District has become well known for its *Farmer's Market Salad Bar* program, which has increased access to fresh fruits and vegetables to students and district staff, established a "Farm to School" connection for local growers and increased participation in the National School Lunch Program.



SUCCESSES

- Rolled out the *California Children's 5 a Day—Power Play! Campaign* state-wide
- Conducted the first California Childhood Obesity Conference in 2001



SCHOOL-AGED CHILDREN

continued

Berkeley Unified School District based its nutrition education on “living classrooms” and school gardens. It developed a district nutrition policy and a district-wide nutrition education and physical activity curriculum resource for classroom and after-school use. In rural California, Kernville Union School District developed a *Start Healthy, Stay Healthy* district strategic plan

committed to improving the district’s nutrition environment. They received radio and newspaper coverage of their project and reported significant increases in fruit and vegetable consumption among students.

Augmenting Food on the Run Activities

Network funding for California Project LEAN’s Food on the Run program supports special projects at the local and state levels by augmenting funding from The California Endowment and the Federal Prevention Block Grant. These special projects include an expanded evaluation and the second administration of the California High School Fast Food Survey with a special emphasis on factors affecting low-income schools. Food on the Run empowers low-income California teens to eat healthfully and be physically active. The program has been active in as many as 20 school districts per year, inviting and preparing teens and community leaders to use policy change strategies to increase the availability of healthy food and activity options at school and in the community. Food on the





Food on the Run increases access to healthy food in schools and in the school environment.

Run has demonstrated statistically significant increases in participating students' knowledge, attitudes and behavior as well as in the number of healthy eating options available at participating schools.

Working with the Primary Care and Family Health Division

The Primary Care and Family Health Division (PCFH), within CDHS, provides in-kind and in return receives federal matching funds from the *Network* for a variety of special nutrition projects. This has included development of teaching

materials to prevent iron deficiency anemia and to promote oral health, as well as dissemination of *Children and Weight—What You Can Do About It*, a kit for child health care professionals and the “Go, Glow, Grow” nutrition education booklets for low-income consumers. *Network* funds sponsored the first California Childhood Obesity Conference — Issues, Strategies and Progress — in March 2001 that was attended by nearly 800 professionals.



SUCCESSES

- Completed PCFH Strategic Planning process to impact healthy behaviors in low-income children
- Established Nutrition Coordinator pilot projects in CHDP agencies
- Incorporated Shaping Health as Partners in Education (SHAPE) California approach into school-based LIA contracts
- Partnered with SPARK (Sports, Play & Active Recreation for Kids) for physical activity promotion in schools
- Established a strong collaboration with California Department of Education



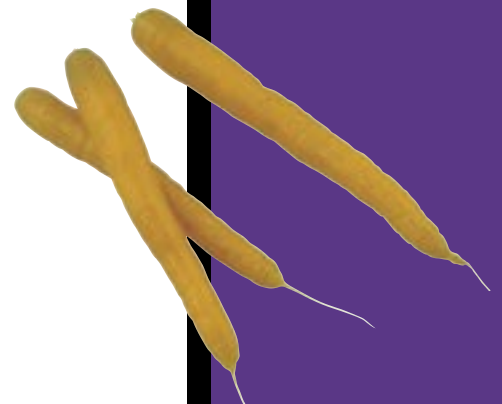
REGISTERED PARTNERS IN THE CALIFORNIA NUTRITION NETWORK 1997-2001

\$5 Chef	California Association of Food Banks	<i>Primary Care & Family Health Division</i>
Accents on Health, Inc.	California Avocado Commission	<i>Special Supplemental Nutrition Program for Women, Infants, and Children Branch</i>
Alameda County Community Food Bank	California Center for Research on Women & Families	
Albertson's, Inc.	California Conference of Local Health Department Nutritionists	California Department of Social Services, Food Stamp Division
American Cancer Society, California Division	California Conference of Local Health Officers	California Dietetic Association
American Diabetes Association	California Department of Aging	California Dried Plum Board
American Heart Association	California Department of Education: Migrant Education Nutrition Services Division	California Elected Women's Association for Education and Research
American School Food Service Association	California Department of Food and Agriculture	California Farm Bureau Federation
California Adolescent Nutrition and Fitness Program	California Department of Health Services:	California Fig Advisory Board
California Apple Commission	<i>California Project LEAN</i>	California Food Policy Advocates
California Artichoke Advisory Board	<i>Cancer Detection Section</i>	California Foundation for Agriculture Education in the Classroom
	<i>Cancer Research Program</i>	California Governor's Council on Physical Activity and Sport
	<i>Diabetes Control Program</i>	California Grocers Association
	<i>Domestic Violence Section</i>	California Health Collaborative
	<i>Epidemiology and Prevention for Injury Control Branch</i>	California Kiwifruit Commission
	<i>Heart Disease and Stroke Prevention Program</i>	California Pear Advisory Board
	<i>Maternal and Child Health Branch</i>	California Restaurant Association Educational Foundation
	<i>Office of Clinical Preventive Medicine</i>	California State Library, California Research Bureau
	<i>Office of Multicultural Health</i>	California Strawberry Commission
	<i>Physical Activity & Health Initiative</i>	California Table Grape Commission
	<i>Preventive Health Care for the Aging</i>	California Tree Fruit Agreement
		Certified Grocers Association, North
		Certified Grocers Association, South





Chilean Fresh Fruit Association	Melissa's World Variety Produce, Inc	Sunkist Growers, Inc.
Cling Peach Growers Advisory Board	Mexican-American Grocers Association	Sun-Maid Growers of California
Community Alliance for Family Farmers	Naked Juice	Sunsweet Growers, Inc.
Community Food Security Coalition	National Cancer Institute	The California Endowment
Concepts	Cancer Information Service	Top Value Stores
Dairy Council of California	Jonsson Comprehensive Cancer Center	Trader Joe's
Davis Farmers' Market	Northern California Cancer Center	University of California:
Davis Street Community Center	National Osteoporosis Foundation	<i>Center for Weight and Health, UC Berkeley</i>
Dixon Family Practice	National Watermelon Promotion Board	<i>Cooperative Extension-Family and Consumer Sciences</i>
Dole Food Company	Odwalla, Inc.	<i>Davis Center for Advanced Studies in Nutrition & Social Marketing</i>
Driscoll Strawberries	Piranha Produce	<i>Davis Expanded Food and Nutrition Education Program State Office - Department of Nutrition</i>
Food 4 Less Stores	Prevention Institute	<i>San Francisco Medical Effectiveness Research Center</i>
Foodlink	Produce for Better Health Foundation, Wilmington, DE	U.S. Centers for Disease Control and Prevention
Food Systems Project	Public Health Institute, Berkeley	U.S. Department of Agriculture, Western Regional Office, Food Stamp Program
Fresh Express	Raley's/Bel Air/Nob Hill Foods	Vons Supermarkets
Fresh Produce and Floral Council	Ralph's Supermarket	Western Growers Association
General Produce Company	Ready Pac Produce Inc.	World Fit For Kids
Grimmway Farms	SAFEWAY Inc. - Corporate Produce & Floral	
Health Education Council	Sam's Club	
Health Net	San Diego State University	
Healthy Dining, Los Angeles	Middle School Physical Activity and Nutrition-Sports, Play and Active Recreation for Kids	
Kaiser Permanente Regional Health Education	San Joaquin Valley Health Consortium	
K.V. Mart Stores	San Miguel Produce	
Loma Linda University School of Public Health, Department of Nutrition	Save Mart Stores	
Los Angeles LINK	Stumps Markets	
Los Angeles Public Health Foundation		





AGENCIES FUNDED FOR NETWORK PROJECTS BY PROJECT LEAN REGION 2000-2001

BAY AREA

Santa Clara County Public Health
(Project LEAN Regional Coalition)
UC Cooperative Extension,
Alameda County (*Power Play!*
Regional Lead Agency)
Alameda County Office of Education
Alameda County, Nutrition Services
Berkeley Unified School District
Berkeley Youth Alternatives
Berkeley, City of, Department of
Health and Human Services
Bible Fellowship Missionary
Baptist Church
Contra Costa County, Health Services
Department
Contra Costa Health Services
Contra Costa WIC Program
Daly City, Doelger Senior Center, Parks
and Recreation Department
East Oakland Faith Deliverance Center
East Side Union High School District
Ecology Center
Marin County, Department of
Health and Human Services
Newark Unified School District
San Mateo County Health Services
Agency
Solano County, Health and Social
Services Department
UC Cooperative Extension, San Mateo
County
Urban Indian Health Board, Inc.
West Contra Costa Unified School
District

CENTRAL VALLEY

Regents of the University of California,
Fresno, (Project LEAN Regional
Coalition and *Power Play!* Regional
Lead Agency)
California State University, Fresno,
Center for Health & Human Services
Central Valley Indian Health, Inc.
Farmersville Unified School District
Fresno County Office of Education
Fresno Metro Ministries
Greenfield Union School District
Kern County, Department of
Public Health
Kern High School District
Kernville Union School District
Lamont School District

GOLD COAST

Santa Barbara County, Health Care
Services (Project LEAN
Regional Coalition)
UC Cooperative Extension, Ventura
County (*Power Play!* Regional
Lead Agency)
Ventura County, Public Health
Department

GOLD COUNTRY

San Juan Unified School District
(Project LEAN Regional Coali-
tion and *Power Play!* Regional Lead
Agency)
California Department of Education
California Rural Indian Health Board,
Inc.
Community Services Planning Council
(Sacramento Hunger Commission)
Mono County Office of Education

Placer County Cooperative Extension
Placer County Department of Health and
Human Services
Sacramento City Unified School District
Sacramento County Department of
Health and Human Services
Sacramento Urban Indian Health Project
San Joaquin County, Public
Health Services
San Juan Unified School District,
Winterstein Adult Center
Stanislaus County Health Services Agency
UC Davis, CORE Program

GREAT SOUTH

San Bernardino County, Department
of Public Health (Project LEAN
Regional Coalition and *Power Play!*
Regional Lead Agency)
Desert Sands Unified School District
Imperial County, Public Health
Department
Loveland Church
Montclair, City of
Ontario-Montclair School District
Riverside County Health Services
Agency - Prop 10
Riverside County Health Services
Agency, WIC
San Bernardino Parks, Recreation and
Community Services





LOS ANGELES

Los Angeles County Department of Health Services (Project LEAN Regional Coalition)
 UC Cooperative Extension, Los Angeles (*Power Play!* Regional Lead Agency)
 Alondra Church of Christ
 Apostolic Faith Home Assembly, Inc.
 Baptist Church of the New Covenant
 California Polytechnic University, Pomona
 California State University, Los Angeles
 California State University, Northridge
 Community Coalition for Substance Abuse Prevention and Treatment
 Compton Community College
 Downey Unified School District
 Duarte Parks and Recreation Department
 East Los Angeles College
 El Monte City School District
 Hawthorne School District
 Holy Faith Episcopal Church
 Little Zion Missionary Baptist Church
 Long Beach City College
 Long Beach Unified School District
 Los Angeles Blacks in Nutrition and Dietetics
 Los Angeles County, Public Health Services & Programs
 Los Angeles Trade-Technical College
 Los Angeles Unified School District
 Monrovia Unified School District
 Montebello High School
 Montebello Unified School District
 Occidental College
 Pasadena Church of God
 Pasadena, City of
 Pomona Inland Valley Council of Churches

Pomona Unified School District
 Redondo Beach Unified School District
 Santa Clarita Valley School District
 Santa Monica-Malibu Unified School District
 Second African Methodist Episcopal Church
 Sustainable Economic Enterprises of Los Angeles
 Torrance Unified School District
 Vaughn Next Century Learning Center
 West Hollywood, City of

NORTH CENTRAL COAST

Monterey County, Department of Health (Project LEAN Regional Coalition and *Power Play!* Regional Lead Agency)
 Alisal Union School District

NORTH COAST

Humboldt County Public Health Department (Project LEAN Regional Coalition)
 UC Cooperative Extension, Sonoma County (*Power Play!* Regional Lead Agency)
 Consolidated Tribal Health Project, Inc.
 Del Norte Unified School District
 Manila Community Services District
 Ukiah Unified School District

ORANGE COUNTY

Orange County Health Care Agency (Project LEAN Regional Coalition)
 UC Cooperative Extension, Orange County (*Power Play!* Regional Lead Agency)
 Huntington Beach Union High School District

SAN FRANCISCO

City and County of San Francisco (Project LEAN Regional Coalition)
 UC San Francisco Physical Activity Health Initiative

SIERRA CASCADE

Shasta County, Department of Public Health (Project LEAN Regional Coalition)
 UC Cooperative Extension, Butte County (*Power Play!* Regional Lead Agency)
 Pit River Health Services, Inc.
 Plumas County
 Trinity County Frontier Nutrition Project

SOUTHERN COAST

San Diego State University (Project LEAN Regional Coalition)
 University of California, San Diego (*Power Play!* Regional Lead Agency)
 Cajon Valley Union School District
 Community Resource Center
 Grossmont-Cuyamaca College
 Indian Health Council
 Revival Time Community Church of God in Christ
 San Diego County Department of Parks and Recreation
 San Diego County Health and Human Services Agency, CHDP Dental Program
 San Diego County Health and Human Services Agency, Childhood Lead Poisoning and Prevention Program
 San Diego County, Health and Human Services Agency, Office of Public Health
 Southern Indian Health Council, Inc.

Funded by the U.S. Department of Agriculture Food Stamp Program, an equal opportunity employer and provider, through the *California Nutrition Network*. For information about the California Food Stamp Program, please call 1-800-952-5253.

Preferred Citation:

California Nutrition Network. (2003) *Inspiring Healthy Change Through the California Nutrition Network for Healthy, Active Families—5 Years of Progress 1997-2001*. Sacramento, CA: Public Health Institute.



5 A DAY
FOR BETTER
HEALTH!

